

## National Catholic Schools Week

National Catholic Schools Week (CSW) is a time for everyone in Catholic school communities to join together in celebration of faith, education and service. Parents play a huge role in the community of their Catholic schools; your participation in CSW is important and appreciated!

Sponsored by the National Catholic Educational Association (NCEA), CSW is an annual celebration of Catholic education in the United States. Schools typically observe the week with Masses, open houses and other activities for students, families, parishioners and community members. Through these events, schools focus on the value Catholic education provides to young people and its contributions to Church, local communities and the nation.

The official national celebration week occurs in January; however, the spirit of CSW can be incorporated into all year-round marketing of a Catholic school. Parents, as school ambassadors, are part of the marketing efforts of their schools. Your participation in and recommendations to others about your school community have a great impact on the vitality of your Catholic school. Here are some suggestions of ways to get involved in CSW:



### Understand the CSW Theme and Purpose

“Catholic Schools: Learn. Serve. Lead. Succeed.” is the theme of CSW. It encompasses

the core products and values that can be found in Catholic schools across the country. Not only are Catholic schools teaching students to become future servant leaders, faith-filled disciples and enriched citizens in our communities, everyone in the community is growing with them. In Catholic schools, we are all learners, servants and leaders. These shared qualities are what make Catholic schools work. They are what make Catholic schools succeed.

The official CSW logo brings the theme to life. The open book made up of multi-colored pages symbolizes how all areas of Catholic schools blend together, with faith – symbolized by the cross – at the forefront. Catholic schools are vibrant, dynamic and excellent.

More information about the CSW theme and history may be found at [www.NCEA.org/csw](http://www.NCEA.org/csw).

### Volunteer as a Committee Member

At many schools, a group of volunteers organizes the CSW observance. Because teachers, staff, students, alumni and parents all bring different gifts and talents, creating a planning committee will keep your school organized with shared ownership. A diverse committee also means that the celebration is meaningful to all. Contact your school to see how you can be part of the planning process.

Here are some common roles for committee members:

- Social Media Delegate: Updates all school platforms sharing their good news stories and staying engaged in the nationwide conversation;



- **Daily Theme Lead:** There are daily themes to celebrate parish, community, students, nation, vocations, faculty, staff, volunteers and families, making it easy to incorporate everyone into your week's events. NCEA provides all its member schools with ideas to celebrate each day. Check with your CSW chair to review the ideas provided in the *Marketing Kit for Catholic Schools*;
- **Photographer:** Takes photos at all events for use on social media, websites, newsletters and marketing materials;
- **Liturgy Team:** Help your school campus minister, religion teacher or parish in the creation of a special CSW liturgy;
- **Public Relations Manager:** In collaboration with your school's communications office, the public relations manager manages on-site interviews with local media, as well as shares the good news stories from the week;
- **Reporting Manager:** After CSW, NCEA sends out a survey to all schools to share their experiences from the week. The reporting manager will take notes about what worked and what didn't work for their committee and provide feedback and suggestions for future celebrations.

### Give Back to Your Local Schools

Countless people in our country have been blessed by the many gifts of Catholic schools. They have carried what they have learned and witnessed with them;

however, many have lost touch with their local Catholic school communities. It is time for these people to reconnect with Catholic schools and give back.

With this recognition in mind, NCEA is pleased to present *Many Gifts, One Nation: A Day of Giving to Catholic Schools*. The day is meant, first and foremost, to support Catholic schools in their already existing development and advancement efforts. Scheduled for January 30, 2018, 9 AM EST to January 31, 2018 9 AM EST, this is a time for individuals to give to their local Catholic schools. By leveraging social media, this national day of philanthropy and camaraderie will invite all people, across the country, impacted by Catholic school education in ways big and small, to donate at a local level. This day is made possible with the generous support of FACTS Management.

Work with your school parent organization to share the news with others about how they can give to your school community. More information is available at [www.NCEA.org/csw/manygifts](http://www.NCEA.org/csw/manygifts).

CSW is a time to celebrate, reflect and show gratitude. Parents are an important part of the Catholic school community. Join a national day of appreciation and recognition by supporting your school's CSW and year-round marketing efforts.

